



IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicants: **Rick W. LANDSMAN, Wei-Yeh LEE**

Case: **Unicast-1/CIP**

Serial No.: **09/237,718**

Filed: **January 26, 1999**

Group Art Unit: **2761**

Examiner:

Title: **A TECHNIQUE FOR IMPLEMENTING BROWSER-INITIATED
USER-TRANSPARENT NETWORK-DISTRIBUTED ADVERTISING AND
FOR INTERSTITIALLY DISPLAYING AN ADVERTISEMENT, SO
DISTRIBUTED, THROUGH A WEB BROWSER IN RESPONSE TO A
USER CLICK-STREAM**

Assistant Commissioner of Patents
BOX MISSING PARTS
Washington, D. C. 20231

S I R:

Disclosure Statement

The applicants respectfully request that the following references be considered in the examination of the above-identified application. A copy of each reference is enclosed.

United States Patents

<u>Patent No.</u>	<u>Inventor</u>	<u>Class</u>	<u>Date Issued</u>
AA. 5,796,952	Davis et al	395/200.54	Aug. 18, 1998
AB. 5,754,830	Butts et al	395/500	May 19, 1998
AC. 5,742,768	Gennaro et al	295/200.33	April 21, 1998
AD. 5,740,549	Reilly et al	705/14	April 14, 1998
AE. 5,737,619	Judson	395/761	April 7, 1998

*#
D. Caffer
5/14/99*

AF. 5,706,502	Foley et al	395/610	Jan. 6, 1998
AG. 5,572,643	Judson	395/793	Nov. 5, 1996
AH. 5,548,745	Egan et al	395/500	Aug. 20, 1996
AI. 5,515,490	Buchanan et al	395/154	May 7, 1996
AJ. 5,367,621	Cohen et al	395/154	Nov. 22, 1994
AK. 5,305,195	Murphy	364/401	April 19, 1994

PCT Published Patent Application

<u>Publication No.</u>	<u>Publication Date</u>
AL. WO 97/07656	March 6, 1997

Publications and Textbooks

AM. "Web Ads Start to Click", Business Week,
6 October 1997, pages 128, 130-132, 134 and 138.
AN. P. van der Linden, Just Java 1.2 - fourth Edition,
(© 1999, Sun Microsystems, Inc.), specifically
Chapter 13, "All About Applets", pages 322-346.

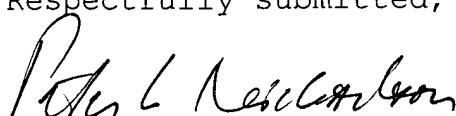
REMARKS

Under rule 37 C.F.R. 1.98(a) (effective March 16, 1992), the applicants submit that since all the references are in the English language, no specific comments are necessary for any of these references.

For the Examiner's convenience, the applicants have attached a completed PTO-1449 form hereto.

Respectfully submitted,

March 17, 1999


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CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)

I hereby certify that this correspondence is being deposited on **March 17, 1999** with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Assistant Commissioner for Patents, **Box Missing Parts**, Washington, D.C. 20231.

Doron L. Michaelson

Signature

30,090

Reg. No.